



Zar of Murray Hill Props. discusses social media

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Company/Firm: Murray Hill Commercial Brokerage Services

Years with company/firm: 3.5

Years in field: 8.5

Years in real estate industry: 8.5

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How do you and/or your firm use social media?

Our firm is big on social media with ongoing tweets, Facebook posts, online videos and announcements.

What is your biggest leadership challenge, other than the "glass ceiling"?

I have trouble delegating at times, and I have a hard time voicing criticism, even if it's constructive.

What is the most daring thing you've done for your career? How did it turn out for you?

I had a client in town for the day and we couldn't access a penthouse space that she really wanted to see. We took the stairs to the roof and tumbled in through the window. I won't tell you which building that was.

Which project, deal or transaction was the "game changer" in the advancement of your career?

My first opportunity to represent a building was a real "game changer" because until then I only represented tenants. It helped me gain a more three dimensional perspective of the business.

What do you consider to be the most successful way to increase referrals?

Simply working hard and caring for my clients. When tenants see that regardless of their requirements or size, you put all your effort into finding and negotiating the best deal for them, they (hopefully) appreciate and remember that.

What is the BEST advice you have ever received?

It's actually a quote by King Solomon which is "This too shall pass." When I'm having a bad day, business wise, this reminds me that this business fluctuates and my success is not determined by a snapshot of time; and when I close a big deal, this reminds me that I'm not all that great, and things could be different tomorrow.

And David Greene, our president, generously gives me the BEST advice as challenges come, on a daily basis.

What is your favorite tip for balanced living?

If you really love what you do, I think there is less of a need for that balance; but I always put away my phone when I go to the gym and I turn it off on Saturdays. That certainly helps to decompress.

Where would you like to be in 10 years?

In 10 years, I hope to have purchased and successfully developed at least one property. Though real estate development is not my area of expertise, it's something I'm fascinated by and follow.

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